



Developing the business case for investing in corporate health and workplace partnership – indicators and instruments

Input

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outline

- **Background**
- Business case
- Indicators & instruments



prevention maturity

prevention & health promotion		infrastructure	
		<i>existing</i>	<i>not existing</i>
will	<i>existing</i>	prevention maturity level A	prevention maturity level B+
	<i>not existing</i>	prevention maturity level B-	prevention maturity level C



GEFÖRDERT VOM

Bundesministerium für Bildung und Forschung

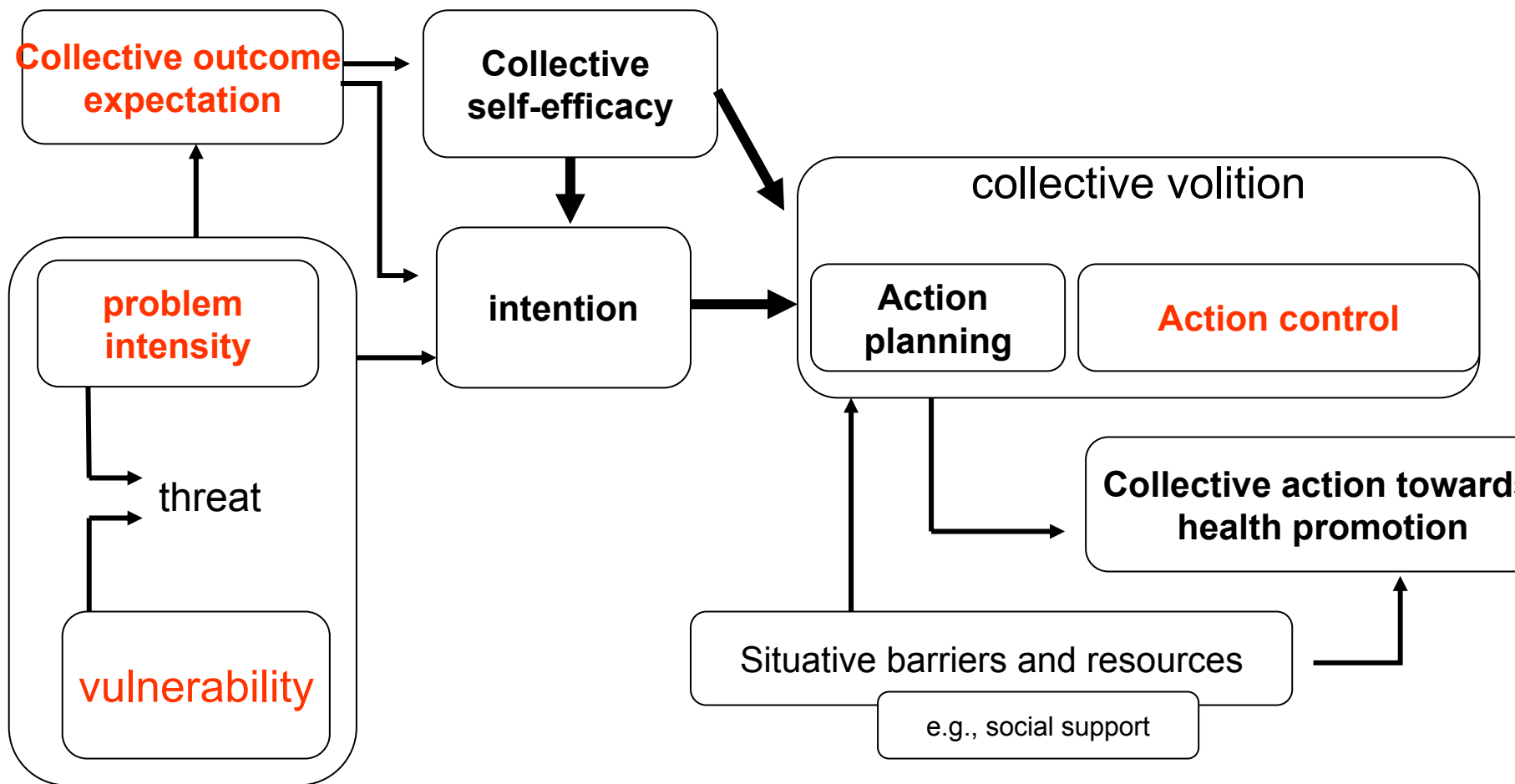
- <http://www.praekonet.de/>



Förderschwerpunkt Präventiver Arbeits- und Gesundheitsschutz



Theory of health promotion change



red = indicators are necessary



outline

- Background
- **Business case**
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Purpose of a business case

- The Business Case is used to obtain management commitment and approval for investment in business change, through rationale for the investment. HP1
- The Business Case provides a framework for planning and management of the business change.
- The ongoing viability of the project will be monitored against the Business Case.

www.ogc.gov.uk/documentation_and_templates_business_case
Holger Pfaff; 30.10.2008



Business case example: corporate health

- Background
- The costs of unhealthy lifestyle and working conditions
- The benefits to employers/employees of health promotion
- Why the organization should consider the idea
- Principles to guide the development of a program
- Recommended scope and objectives of the program
- Cost of recommended program
- Projected cost/benefit analysis for the organization
- Measurement, outcomes, and evaluation
- Anticipated overall results
- Sample mission statement

Source: http://www.phac-aspc.gc.ca/pau-uap/fitness/work/case_template_e.html#menu



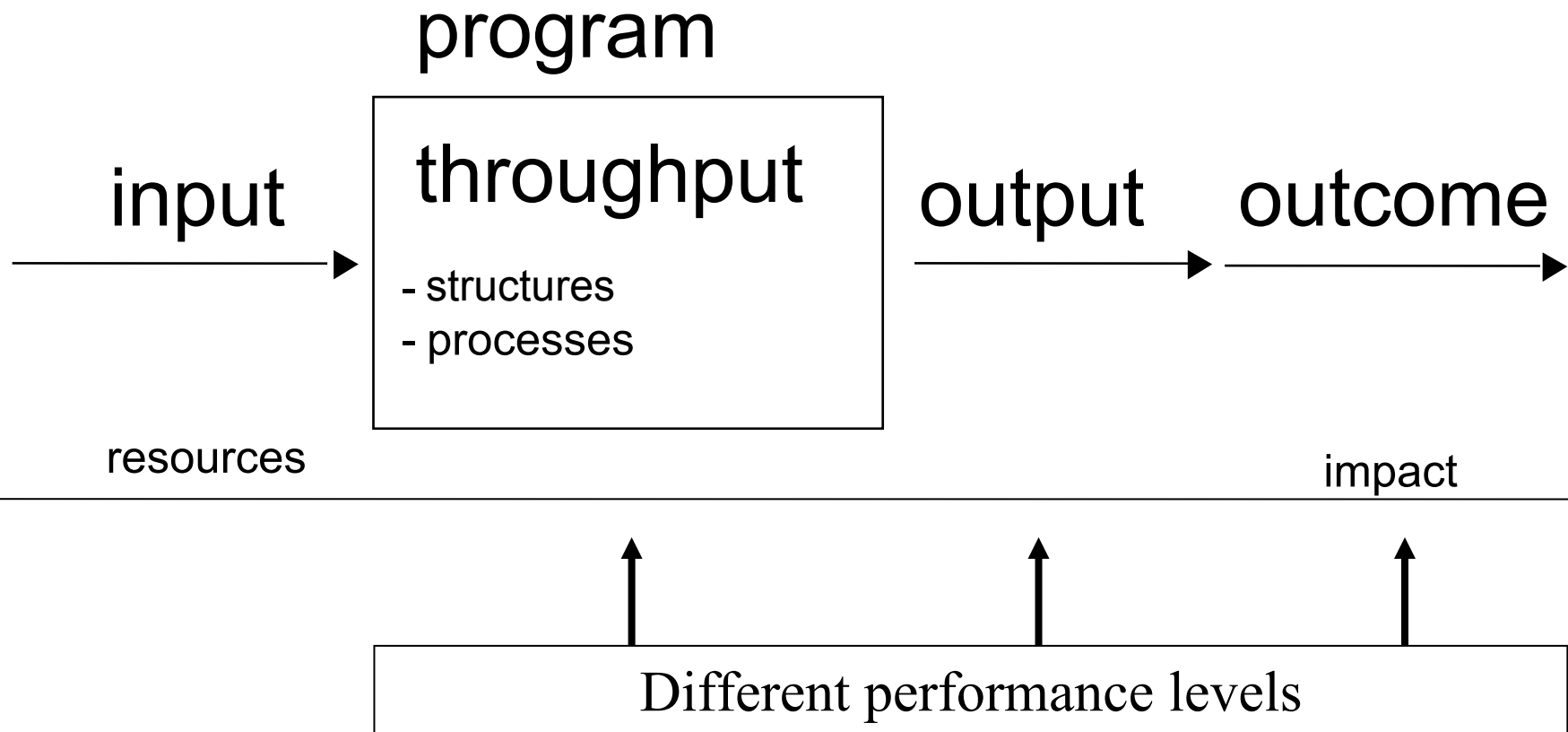


outline

- Background
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Performance measurement





Performance measurement

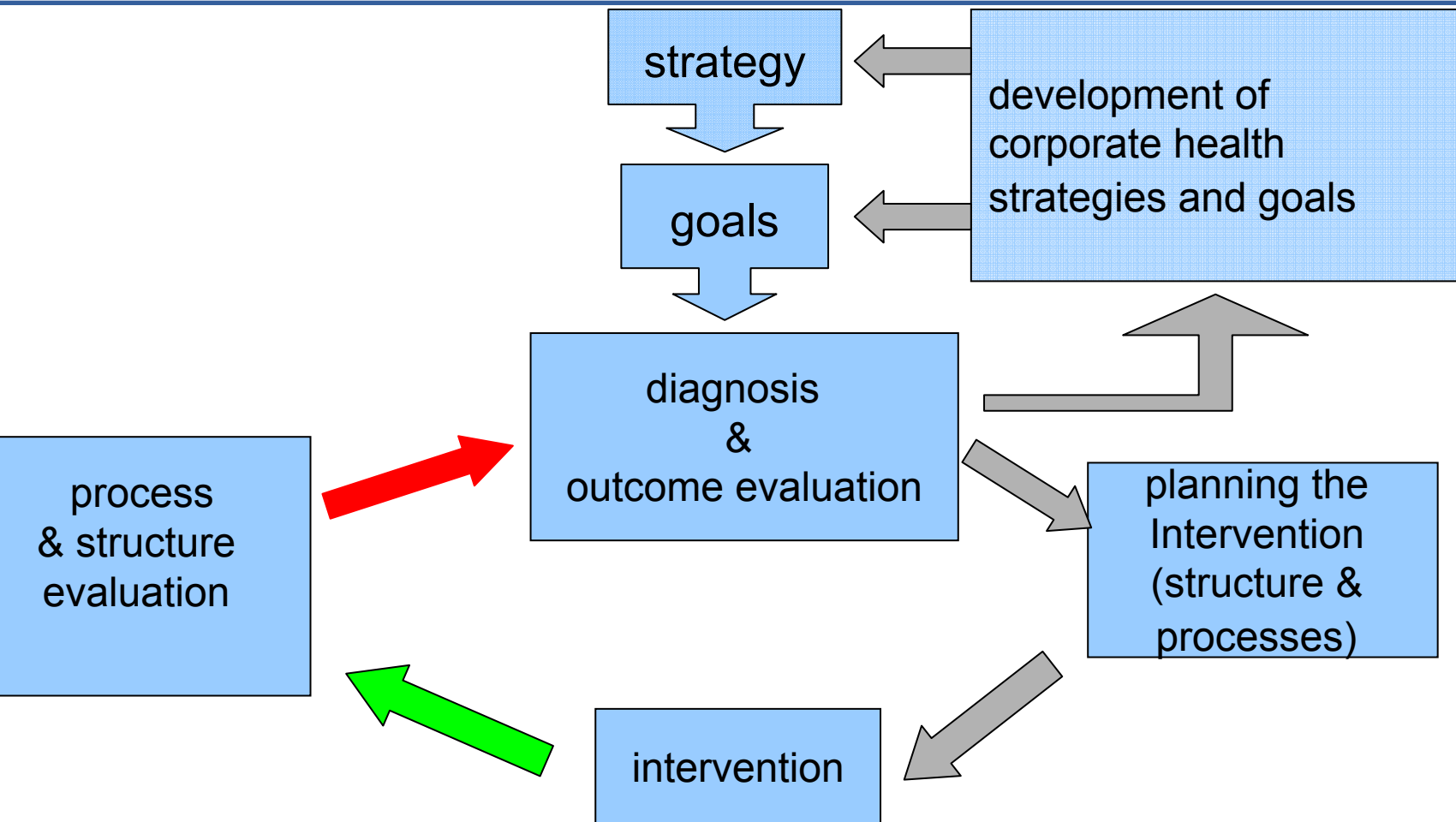
Typically, performance measurement enables an organization to:

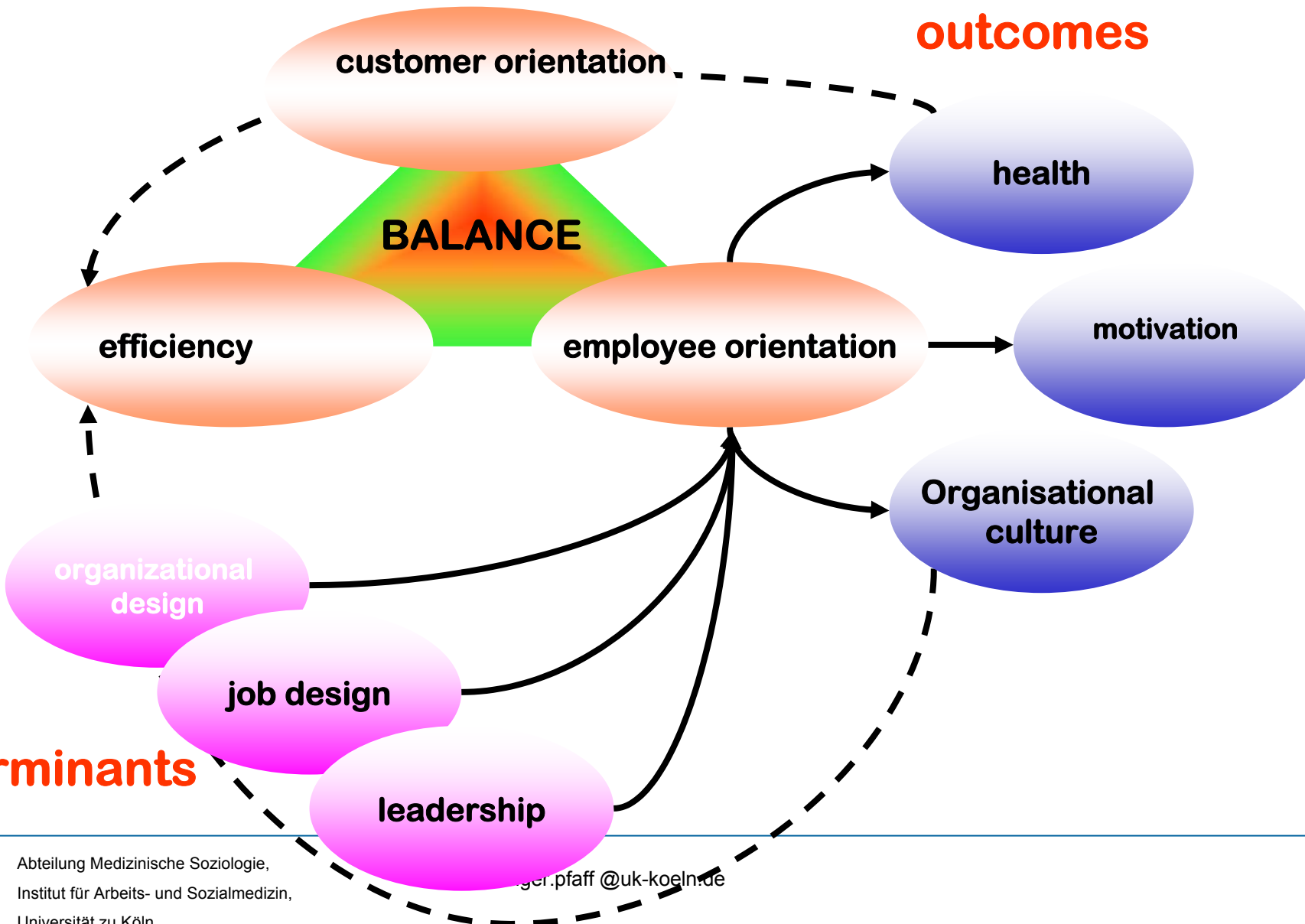
- determine if a program has been implemented as planned (*process measurement*);
- determine if a program has met its quality assurance criteria (*process measurement*);
- assess if a program is attracting the volume of participants that it intended (*process measurement*);
- document the individual employee health impacts of a program (*impact measurement*);
- identify the health outcomes of a program as it relates to disability management and absenteeism rates (*outcome measurement*);
- determine the cost/benefit of a program (*outcome measurement*); and
- establish whether an ongoing commitment to the program is justified.

http://www.phac-aspc.gc.ca/pau-uap/fitness/work/case_template_e.html#menu



Learning cycle



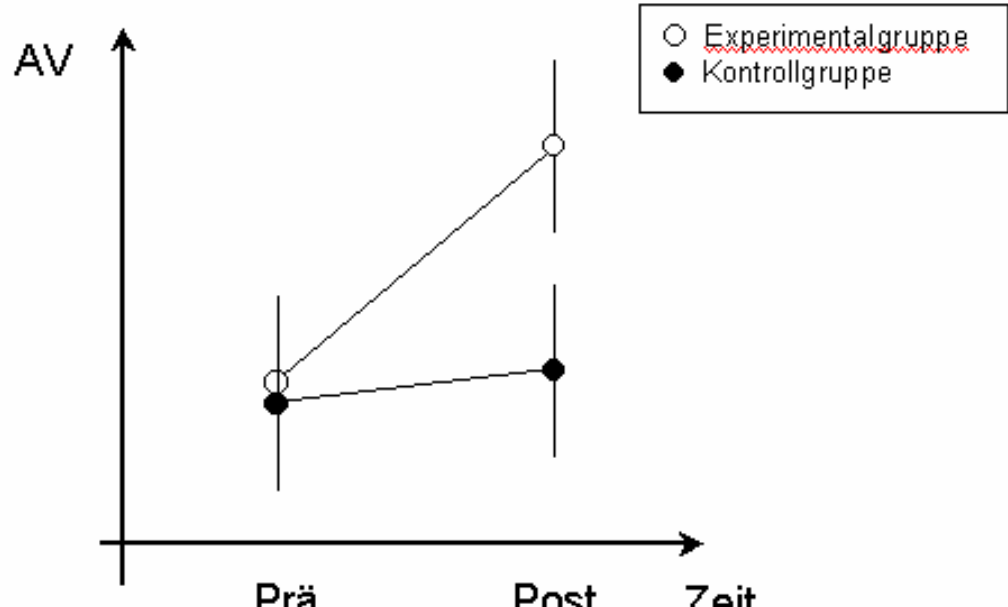


determinants

outcomes



Instrument: evidence-based health promotion



Performance indicators: examples

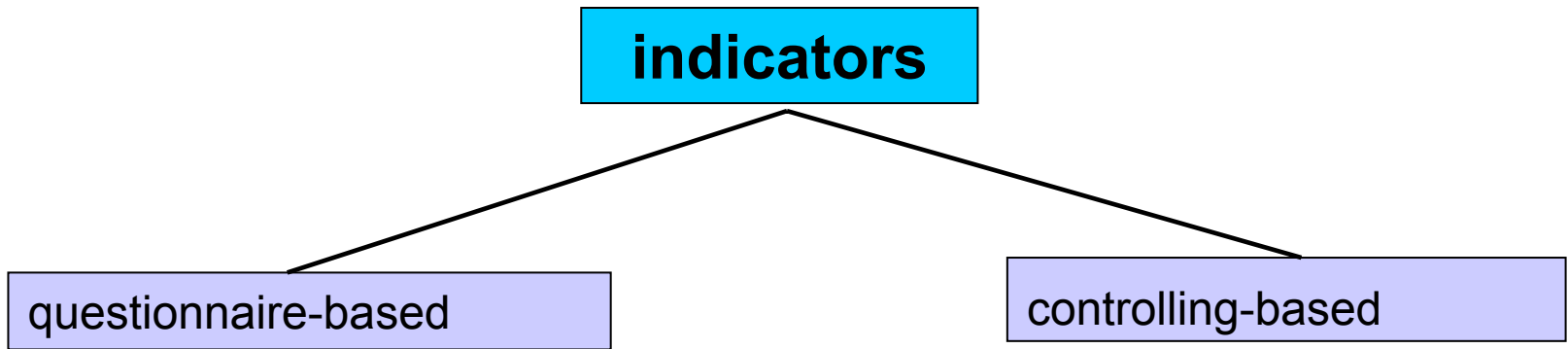
- It is estimated that, over five years, you should see a return on investment of 3 € for every 1 € invested.
- To achieve this, you will need to measure the progress of participants to those of non-participants.

Things that contribute to your return on investment:

- Reduced turnover;
 - Increased employee satisfaction/morale;
 - Reduced rates of absenteeism, particularly incidental rates of absenteeism;
 - Reduced risk of cardiovascular disease;
 - Reduced number of musculoskeletal injuries;
 - Increased organizational effectiveness;
 - Less stress-related illness.
-
- Employee activity levels before the program is started;
 - Current costs of illness
 - Stress levels;
 - Productivity and performance (objective and subjective).

http://www.phac-aspc.gc.ca/pau-uap/fitness/work/case_template_e.html#men

Types of performance indicators





Basic set of questionnaire-based indicators: the German enterprise for health consensus

1. COPSQ „subjective health-Item
2. 2 WAI-items (work-ability items)
3. 1 motivation item
4. Job-well-being-index (4 Items)
5. MIKE-complaints-index (5 Item)

